

Amendments to the Claims:

Please amend the claims as indicated.

Claim 1. (currently amended) An interactive educational toy apparatus comprising:

- (a) an indicium containing structure including an indicium and a first attachment element; and
- (b) a base unit capable of being attached to a vertical surface, wherein the base unit includes
 - (i) a housing,
 - (ii) a receiving region adapted to receive the indicium containing structure,
 - (iii) a processor unit in the housing,
 - (iv) a speaker coupled to the processor unit,
 - (v) a reader coupled to the processor unit, and
 - (vi) a second attachment element coupled to the housing,

wherein the indicium containing structure is capable of being attached to the base unit using the first attachment element and the base unit is capable of being attached to the vertical surface using the second attachment element.

Claim 2. (original) The apparatus of claim 1 wherein the first attachment element comprises a first magnet, and wherein the second attachment element comprises a second magnet.

Claim 3. (original) The apparatus of claim 1 wherein the indicium is three-dimensional.

Claim 4. (original) The apparatus of claim 3 wherein the indicium is a letter, a number, a symbol, or a portion of an animal.

Claim 5. (currently amended) The apparatus of claim 4 further comprising a plurality of the indicium containing structures, wherein the plurality of indicium containing structure structures represent the alphabet.

Claim 6. (original) The apparatus of claim 1 wherein the indicium containing structure comprises a part of an animal.

Claim 7. (original) The apparatus of claim 1 wherein the base unit includes a window that is cooperatively structured to receive a back structure of the indicium containing structure.

Claim 8. (original) The apparatus of claim 7 wherein the back structure includes a structural code.

Claim 9. (original) The apparatus of claim 1 wherein the base unit includes a depressible switch in a receiving region that receives the indicium containing structure, and wherein the depressible switch is upwardly biased in the absence of pressure on the indicium containing structure when the indicium containing structure is attached to the base unit.

Claim 10. (currently amended) A method of using an interactive educational toy apparatus comprising:

- (a) attaching the a base unit on a vertical surface, wherein the base unit includes
 - (i) a housing,
 - (ii) a processor unit in the housing,
 - (iii) a speaker coupled to the processor unit, and

- (iv) a reader coupled to the processor unit; and
- (b) attaching the indicium containing structure including an indicium to the base unit so that the indicium containing structure is attached to the base unit and the vertical surface.

Claim 11. (original) The method of claim 10 further comprising pressing the indicium containing structure after (b) to cause the base unit to produce a sound associated with the indicium.

Claim 12. (original) The method of claim 10 wherein the vertical surface is a refrigerator door and wherein the base unit further comprises a magnet.

Claim 13. (original) The method of claim 10 wherein the base unit further comprises a memory unit coupled to the processor unit, wherein the memory unit comprises code for audio associated with the indicium.

Claim 14. (original) The method of claim 10 wherein the base unit further comprises a window, and wherein the window is sized to receive two or more indicium containing structures.

Claim 15. (original) The method of claim 10 wherein the base unit further comprises a window that receives the indicium containing structure.

Claim 16. (original) The method of claim 10 wherein the base unit further comprises a memory unit, wherein the memory unit comprises code for informing a user whether or not the correct or incorrect combination of indicium containing structures is on the base unit.

Claim 17. (currently amended) An interactive educational toy apparatus comprising:

- (a) an indicium containing structure including a three-dimensional indicium and a first magnet; and

(b) a base unit capable of being attached to a vertical surface, wherein the base unit includes

- (i) a housing,
- (ii) a processor unit in the housing,
- (iii) a memory unit coupled to the processor unit, wherein the memory unit comprises code for audio associated with the indicium,
- (iv) a speaker coupled to the processor unit,
- (v) a reader coupled to the processor unit, and
- (vi) a second magnet ~~and~~ adapted to attract the vertical surface so that the base unit is attached to the surface.

Claim 18. (original) The interactive educational toy apparatus of claim 17 wherein the indicium is one of a sequence of ordered indicia, and wherein the apparatus further comprises a set of indicium containing structures respectively including the ordered sequence of indicia.

Claim 19. (original) The interactive educational toy of claim 18 wherein the sequence of ordered indicia is the alphabet or an ordered set of numbers.

Claim 20. (original) The interactive educational toy of claim 18 wherein the audio associated with the indicium comprises audio for the name of the indicium and one or more phonetic pronunciations associated with the indicium.